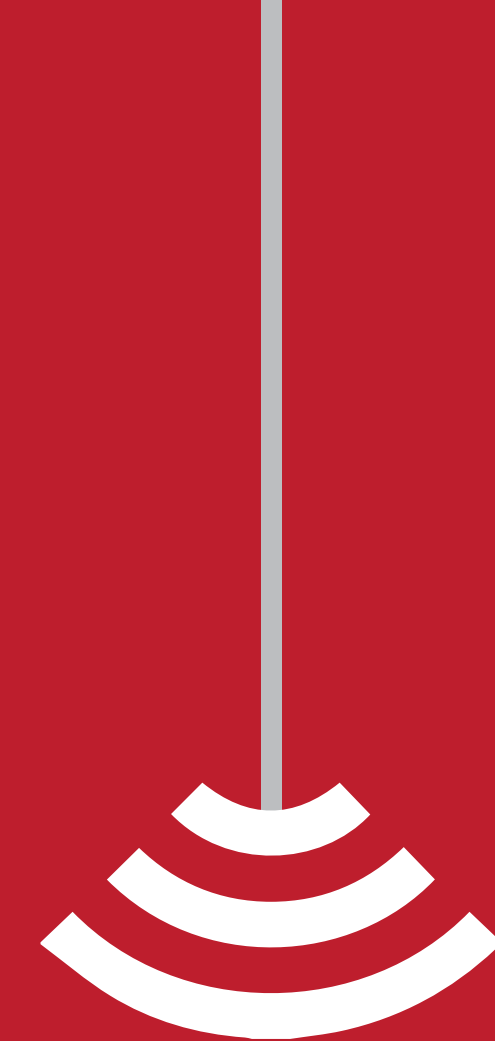


A woman with dark hair, wearing a light green top, is reclining in a blue and grey striped chair. She has her eyes closed and a slight smile, appearing to be in a state of relaxation or listening to music. The background is a blurred indoor setting with green plants and a window. The text 'WAY OF LIVING' is written in a white, serif font, centered in the right half of the image.

WAY  
OF  
LIVING

Presenting  
**SOHO**



A life that  
calls you to live  
the spectacular

# About Pride Group



## SPEARHEADING INDIAN REAL ESTATE AS A FUTURE FORWARD DEVELOPER

A renowned name in the real estate space of Pune, Bangalore, and Mumbai, Pride Group has been a leader in developing state-of-the-art commercial and residential projects since its inception in the mid-1990s.

The Group is known for its bold contemporary designs, highest attention to detail, excellent engineering standards, and uncompromised focus on ethics.

It has been one of the companies that have earned a distinctive place in the consumer's mind, as both an innovative and a reliable development firm. For years it has been radically transforming the skylines of Pune, Bangalore, and Mumbai and it will continue to do so, with its visionary designs, solid work ethics, and commitment to quality that speaks for itself. So far, we have delivered **10 million sq.ft. in residential and 2 million sq.ft. in commercial space.**

The Group has also forayed into the luxury hospitality segment with its extensive chain of "Pride Group of Hotels", setting new milestones in hospitality standards in the process.

Presenting

# SOHO

Director's Note

# LUXURY FOR THE NEW AGE

This is the new-age world.

It's a world where older traditions are giving way to new changes and lifestyles, where each individual is equally focused on their work and personal life. And remain intune with this balanced world, we have arrived with a mixed development project for the new age.

Soho is a well-thought-out new cluster in Pride World City which has been built with the idea of equality. The amenities and facilities here promote an equal share of opportunities and responsibilities, making it the perfect lifestyle for the new generations.

This is the luxury of the future.



# About Pride World City



**A 400 ACRE GLOBAL LIVING**

## A Global Lifestyle Housing

# 5000+

## Happy Families

A sprawling 400 acres of space, a testimony of architectural wonder blended with intricate designs and thoughtful planning. Pride World City welcomes a lifestyle of balanced living.

This integrated township has within it every possible amenity to meet your desires, needs and wants. Be it luxury and premium residential living or row houses; shopping malls or hospitals; schools or workplaces; Pride World City has it all. It is a complete world on its own.

Already the reason for the smiles of 5000+ happy families, Pride World City envisions bringing home an international standard of living, and to set a benchmark for the happiness quotient that a residency can bring into people's lives.

### **ONGOING**

- Row Houses
- Bungalows
- High Rises
- Entertainment Zone
- World-class Sports Academy
- Learning Centers

### **UPCOMING**

- International Standard School
- Lifestyle Club
- SEZ
- New-age Hospitals
- Mall
- Police Chowki
- Super Market
- Bus Terminal
- Petrol Pump and many more

# Location

## Charholi Centre Point of PMC and PCMC

Pride World City, on the futuristic proposed Ring Road, is a 400 acres strategically located biggest township of Pune east. Just a few minutes from the Pune airport. Charholi, is pitched to be the most rapidly growing center of the city. The center of the larger Pune Metropolitan Area and is poised to be the best suburb of Pune.

Scan for  
Google Maps



# Architecture that spells modern living



Let's meet

# Sonali & Hojo!

A new age couple, new in Pune, who are looking for a home which is **PERFECT FOR NEW GENERATIONS.**

Let's hear out their callings about a perfect one.  
But **DO YOU KNOW** there are many **Sonalis and Hojos** like them...wandering for their future nests?

Let's talk to them and understand what makes an ideal home.







# Lookout 1

When he cooks  
a 3-course meal

She takes care  
of her Presentation

The options for pursuing leisure  
are limitless where he can cook  
to his heart's content aided by a  
**modular kitchen** while she can take  
care of the official presentation with  
an **inverter-aided power supply**.

# #SO HO



# BUILT FOR THE NEW GENERATIONS

Signature Twin Towers  
2 & 2.5 BHK Homes



# Lookout 2

While she meets friends at the café  
He jogs at the track

The scene is straight out of a modern family where everyone has their specific simultaneous needs. While the **café** at a stone throw distance can act as a conduit for gatherings, the other can stay fit jogging on the **jogging track**.



#SO



HO



Modular Kitchen



Hob and Chimney



Digital Lock



Inverter



#So

# Lookout 3

When she plays video games  
He waters the plants

He has a fetish for flora while she has a penchant for gaming. Both of them can engage in their interests in the **gaming zone** and **personal garden** respectively.

Ho





Walking trail



Sitting area



Open gym



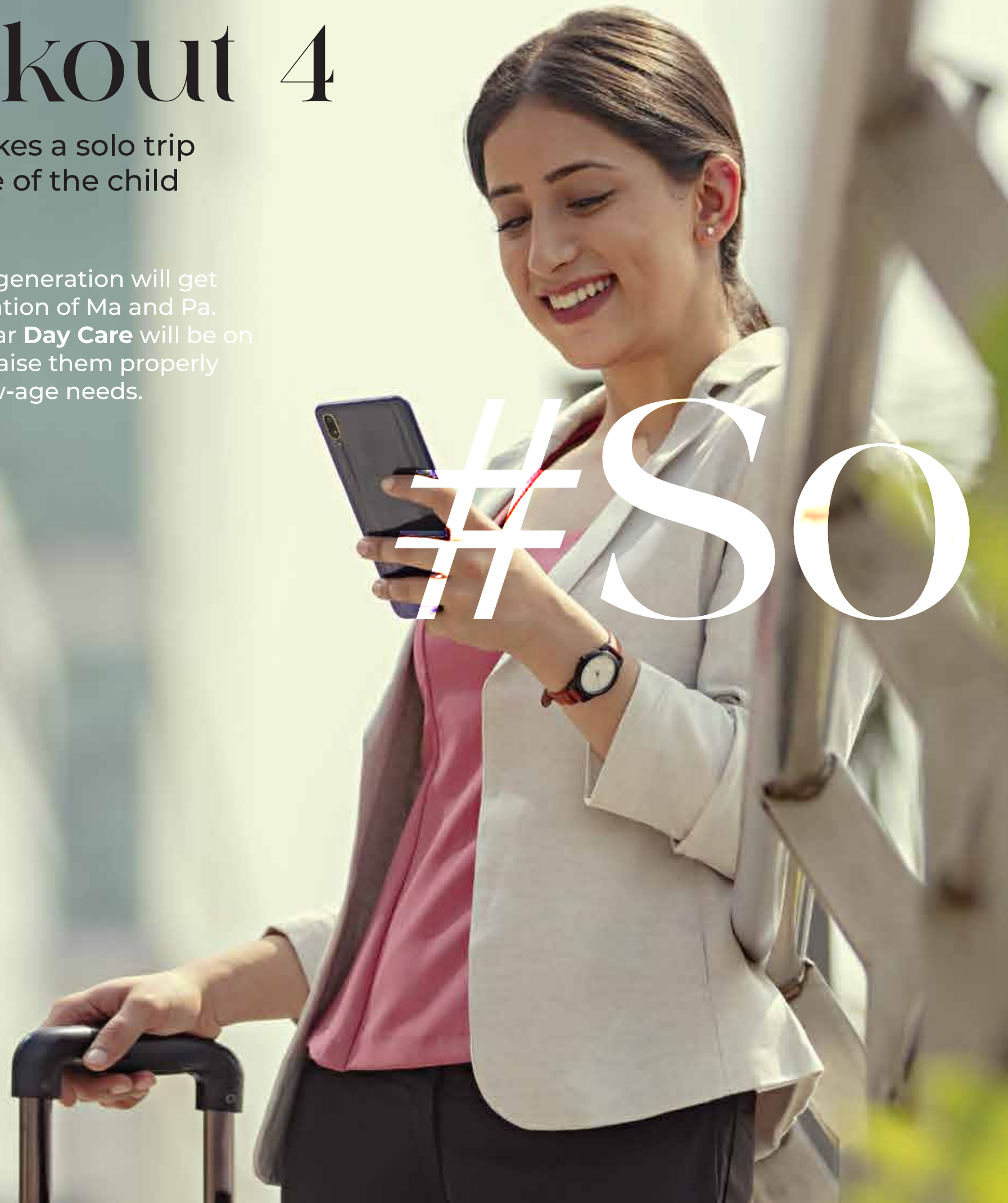
Central lawn

# Lookout 4

When she takes a solo trip  
He takes care of the child

Children of this generation will get the shared attention of Ma and Pa. The most popular **Day Care** will be on the premise to raise them properly in sync with new-age needs.

#SO IHO





Day Care



Café



Kids' Play Area



Indoor Gaming Zone





#SO

# Lookout 5

When she plans a sleepover  
He can plan his EPL matches

Let relaxation be a mutual pastime as he and she can simultaneously do what they love. Her movie marathon is uninterrupted thanks to a first-class **inverter** and his football match never buffers due to **high-speed Wi-Fi**.

HO





Swimming Pool



Party Lawn



# Facilities

Entrance  
Lobby for each  
Building

24x7 Security

DG Back Up  
for Lift &  
Common Areas

Garbage  
Chute

Fire Fighting  
System

Rain  
Water  
Harvesting

Walkways

Sewage  
Treatment  
Plant

Organic  
Waste  
Converter

Compound  
Wall

Drip/Sprinkler  
Irrigation for  
Landscaping

CCTV  
Surveillance  
in Main  
Entrance Lobby  
of each  
Building

Name Plate  
on each Flat's  
Main Door

Letter Box

# Internal Specifications

## Flooring

- 800 x 800/600 x 1200 mm vitrified tiles in all rooms
- Antiskid tiles in Bathroom, Terrace & Dry Balcony
- Ceramic tile Dado up to 7 feet in height in each Bathroom
- Designer tiles in each Floor Lobby

## Wall Finishes

- Oil Bound Distemper Paint for Internal Walls & Ceiling
- Oil Paint to Railings
- Texture with Acrylic paint to exterior walls
- Internal walls will be finished in Gypsum

## Doors & Windows

- Veneer finished & Melamine polished main Doors for all Flats
- Both Side Laminated Doors for all Bed Rooms & Toilets
- Branded fittings for all Doors
- Aluminum Windows: Powder Coated Aluminum Windows with Aluminium /PVC Mosquito net in each Flat (Mosquito Net will not be provided for Toilet Windows)

- Toilet Windows: Aluminum Louvered windows with provision for Exhaust Fan
- M.S. Railing from inside of Flat for Aluminum Windows (Excluding Toilet) up to 1.00 m height from floor finish Level
- Fire resistant doors for Fire Staircase

## Kitchen

- Granite Kitchen Platform with S.S. Sink, Hob & Chimney
- Piped Gas System of MNGL for each flat
- Kitchen cabinet below the kitchen platform

## Bathroom

- Branded C.P. fittings in all Bathrooms
- Branded Sanitary Wares in all Bathrooms
- Solar Hot water in Master Toilet (75 Lit/Day/Flat)

## Electrical Fittings

- Concealed Copper Wiring With Circuit Breakers
- Branded Electrical Switches in all Flats
- Provision of electrical point for Inverter

- T.V & Telephone Point in Hall & Master Bed Room
- Provision of A.C Point in All Bed Rooms & Living Room

## Automation

- Wi-Fi Router in each flat
- Video Door Phone with Color Screen in each Flat.
- The inverter of 2KVA in each flat
- Digital Lock for the main door in each flat
- Automatic Lifts with SS finished car from inside and with the speed of 1.5m/sec
- Fire Fighting System inside the Flats
- Smoke Detection Alarm System inside the Flat

## RCC Structure

- Earthquake resistant RCC Structure in Aluform
- Partial walls in AAC Blockwork

Wi-Fi Router in each flat

# Master Plan

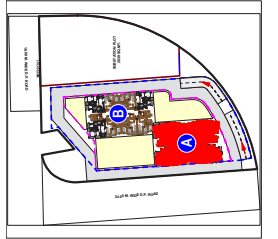


## LEGEND

1. RESIDENTIAL ENTRY/EXIT
2. RAMP TOWARDS BASEMENT
3. 6M WIDE DRIVEWAY ON GROUND
4. BUILDING DROP-OFF
5. RESIDENTIAL EXIT
6. 3M WIDE RETAIL PLAZA
7. OFF-STREET PARKING
8. OPEN PARKING ON GROUND
9. PODIUM ENTRY FROM BUILDING
10. CHIT CHAT AREA
11. READING NOOK
12. KIDS' PLAY AREA
13. PARENTS' SITOUT
14. YOGA MEDITATION AREA
15. MULTI-PURPOSE LAWN
16. HAMMOCK GARDEN
17. POOL DECK
18. SWIMMING POOL
19. CHANGING AREA
20. GYM AREA
21. INDOOR GAMES
22. AEROBICS
23. DAY CARE
24. OWC
25. STP
26. TRANSFORMER



# Floor Plans

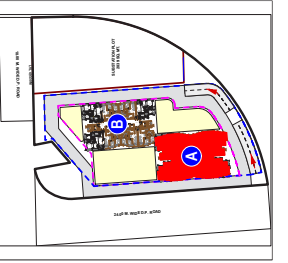


KEY PLAN



Typical Floor Plan - A BLDG

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
	1,6,7	2.5 BHK	880	44	26	950
A	2, 3, 5, 8	2BHK	716	44	26	786
	4	2BHK	713	44	26	783

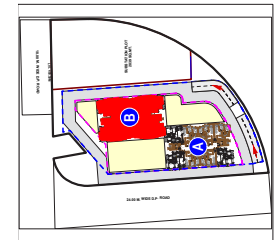


KEY PLAN



Refuge Floor Plan - A BLDG

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
	1,6,7	2.5 BHK	880	44	26	950
A	2, 3, 5, 8	2BHK	716	44	26	786
	4	2BHK	713	44	26	783



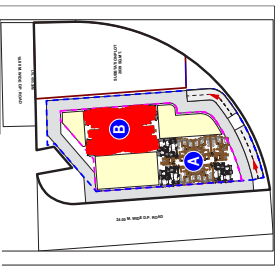
KEY PLAN



Typical Floor Plan - B BLDG

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Enclosed Balcony (D) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
	1,6,7	2.5 BHK	807	44	26	73	950
B	2, 3, 5, 8	2BHK	716	44	26	--	786
	4	2BHK	713	44	26	--	783





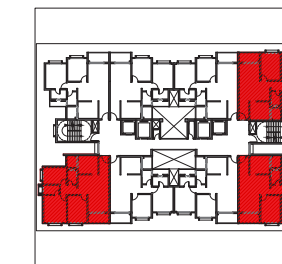
KEY PLAN



Refuge Floor Plan - B BLDG

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Enclosed Balcony (D) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
	1,6,7	2.5 BHK	807	44	26	73	950
	2, 3, 5, 8	2BHK	716	44	26	--	786
	4	2BHK	713	44	26	--	783

# Unit Plans

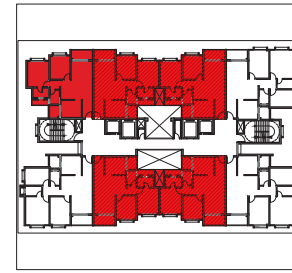


KEY PLAN



Unit Plan - 2.5 BHK

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
A, B	1, 6, 7	2.5 BHK	880	44	26	950

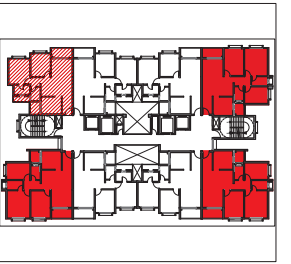


KEY PLAN



Unit Plan - 2 BHK

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
A, B	2, 3, 5, 8	2 BHK	716	44	26	786



KEY PLAN



Unit Plan - 2 BHK

Building Name	Flat No.	Flat Type	Rera Carpet Area (A) (In Sq. Ft.)	Balcony (B) (In Sq. Ft.)	Dry Balcony (C) (In Sq. Ft.)	Total Useable Area (E=A+B+C) (In Sq. Ft.)
A, B	4	2 BHK	713	44	26	783

# A township that brings the world closer

Mall &  
Multiplex

Bus  
Terminal

Petrol  
Pump

Hospital  
nearby

Multispeciality  
Hospital

Educational  
Institutes

Super  
Market

Police  
Chowki

Learning  
Centre

Lifestyle  
Club

IT  
Companies

Top-notch  
5-star Hotels

Waterfront  
Plaza

Cycling &  
Jogging  
Tracks

Meditation  
Pavilion

Play  
grounds

# Completed Projects



BROOKLYN



Long Island



KINGSBURY



Notting Hill



TOWN PLAZA

# Ongoing Projects



MANHATTAN



wellington



ATLANTIC



Lifestyle Club

The age of  
**Equality**  
is now here



**SOHO**  
Built for the New Generation